

Canada's largest bank offers affordable **pet benefits** to 66,000 employees

This global financial services firm wanted to provide robust benefits to pet parents within their company. **Vetster** was the answer.





The challenge

As one of Canada's leading financial institutions, with over 66,000 employees worldwide, the company was selected in 2024 as one of Canada's Top 100 Employers and Greater Toronto's Top Employers.

As an employer of choice in Canada, the company wanted to offer its employees a more diverse selection of benefits to meet the needs of its evolving team. For the first time in the company's history, five generations were active in its workforce, and it wanted to identify benefits that would be relevant to all employees and provide cross-generational value to the organization.

The team identified the growth of pet ownership among its employees and wanted to find a way to support pet parents and their families in the workplace.



The solution

After reading a profile on Vetster as one of Canada's leading pet benefits companies, the company reached out to learn more. The Vetster team showed how Vetster for Business could benefit pet-owning households and all employees regardless of their working location or environment.

- ✓ Unlimited care
- ✓ Coaching
- ✓ Live chat
- ✓ Video calls
- ✓ Professional pet care
- ✓ Prescriptions
- ✓ Any time, anywhere
- ✓ Top-rated veterinary professionals

The company loved the concept right away. The team was excited about Vetster for Business's full suite of pet health services, from virtual appointments to chat functionality, and that it was available 24/7 for all their employees.



First time using the app and booked a same-day appointment in the evening. Good information and prescription given over the phone. Very happy with this service!

— Marie-Louise M, Employee

As a financial institution based in Canada with teams also located in the United States, it was also important that the company find a benefits program that could expand with them. They also appreciated that Vetster's reputation across all touch points of service—from its veterinarians to customer support—led the company to be North America's #1 pet health and wellness platform. As part of the custom onboarding experience, the Vetster Customer Success team delivered a branded landing page where employees could simply log in using their company credentials. In under 30 days, the entire team had 24/7 access to online veterinary appointments and top-tier pet care as part of Vetster for Business.



As a Vetster for Business customer, the company also benefited from a collection of premium pet education resources, such as newsletters, presentations, and marketing collateral, full of expert insights and guidance from leading veterinarians. The company custom-branded all Vetster for Business educational material and shared it with their employees, helping to keep them informed and engaged with science-backed expertise related to their pets' health.

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The results

Leading Financial Institution & Vetster by the numbers

66,000

Employees covered
Average review: 5



4,800 hrs

Employees saved 4,800
hours by at the vet

\$150,000

Employees saved over
\$150,000 on vet bills

6X ROI

A 6x ROI for the company
through the Vetster for
Business program

The company's employees love the friendliness, professionalism, and competency of Vetster's highly-rated vets, as well as the ability to book same-day appointments. They also appreciate support for both urgent and non-urgent issues, quickly getting prescriptions, and receiving tailored guidance and information about caring for their pets.

Following an overwhelmingly positive response from its employees to the program, the company recognized the value of Vetster's offering and has become an exceptionally supportive partner. The HR team's internal promotion of Vetster's program has led to a significant increase in engagement and utilization within the company, which is reflected in their impressive ROI statistics.

Monthly touchpoints with the company help Vetster track progress and identify upcoming events, such as National Pet Month, where it can provide valuable support to the team. Vetster also helps keep employees engaged through virtual meetings, marketing, and on-site activations.

The results have been so positive that the company is also working on creating internal branded case studies to demonstrate Vetster's impact within its organization and how employees have benefited from the service. For the company, choosing Vetster for Business was an innovative, supportive, and strategic choice that delivered real value for its team and elevated the company's profile as an employer of choice.



The feedback

Vetster Feedback from the Employees

Easy to use platform, punctual and knowledgeable advice, excellent opportunity to ask questions especially those that are not urgent. Thank you!

— *Jaqueline W*

Dr. Was incredible - very sincere and even called the pharmacy near us before they closed to get a prescription in for a UTI for our 8-year-old beagle. Thank you

— *Dena H*

Ready to follow in the footsteps of this leading financial institution? Find out how pet benefits can improve employee engagement and boost morale.

[Get in touch with Vetster for Business](#) to learn more.